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SCETV Springmaid Documentary Highlights the Man, Women Behind Risque Ads

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SCETV Springmaid Documentary Highlights the Man, Women Behind Risque Ads

Quick Facts

- The 30-minute documentary introduces viewers to Col. Elliott White Springs and the women in his ad campaigns.
- The showing begins at 8 p.m. Sept. 13 in Dina's Place in the DiGiorgio Campus Center.
- It is a free cultural event.



ROCK HILL, S.C. – [Winthrop University Galleries'](#) educational programming begins Thursday with the screening of the **SCETV documentary "Miss Springmaid,"** chronicling the suggestive advertisements for bed linen that thrust the Fort Mill- and Lancaster-based **Springs Cotton Mills Corporation** into the spotlight.

"Miss Springmaid" begins in the 1930s, when textile entrepreneur **Col. Elliott White Springs** inherited his father's struggling South Carolina textile company. Springs, a World War I hero, commissioned and launched controversial ads deemed "risqué" at the time with original maquettes illustrated by artists such as Rockwell Kent, Fritz Willis, James Montgomery Flagg, E. Simms Campbell and Wales Turner of Spartanburg.

The ads featured attractive young women, who became known as his "Spring Maids." Viewers will learn more about Springs and the women behind the ads.

The regional Emmy-nominated documentary includes commentaries and accounts from Marshall Doswell, former vice president of Springs Mills; Anne White Springs, daughter of Col. Springs; Fort Mill historian Elizabeth Ford; and officials from universities in South Carolina and Georgia.

Following the 30-minute documentary will be a panel discussion on the documentary and behind the scenes at SCETV. The panel will feature:

- **Steve Folks:** Folks worked in the Lancaster plant as a sweeper in the spinning room while growing up. He earned a bachelor's in history and a master's in English from the University of South Carolina and is now senior producer/director and head of the S.C. Hall of Fame documentary project.
- **Amy Shumaker:** Shumaker is executive producer of content at the SCETV with more than 20 years of experience in public television production. She executive produces SCETV's weekly independent film series "Southern Lens" and "Carolina Stories."
- **Ann Evans '76, '78:** Evans is archivist and curator for the White Homestead. She formerly worked as an archivist with the Catawba Cultural Preservation Project. She earned degrees from Winthrop University and has served as associate producer on films such as "David Bancroft Johnson, 1886-1926: A Documentary On His Life as an Educator."

The **free** showing will be at 8 p.m. Sept. 13 at Dina's Place in the [DiGiorgio Campus Center's Dina's](#)

Place. It is a cultural event.

“**Between the Springmaid Sheets**” and “**Remnants: A Collection of Rock Hill’s Visual Alterations**” are currently on display in the **Rutledge and Elizabeth Dunlap Patrick Galleries**.

For more information, call the Galleries at 803/323-2493 or e-mail Karen Derksen, Galleries director, at derksenk@winthrop.edu. Follow the Galleries online on **Facebook** or **Twitter**.

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